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ABSTRACT

This manual contains information for conducting regular student surveys at Kalamazoo Valley Community College. Questionnaires, designed for new, returning, and former student populations, are presented together with the methods by which the instruments should be administered. Guidelines for data analysis and report writing are also outlined. The three questionnaires were constructed in accordance with a master blueprint that defined five major dimensions into which specific information items fall: demographic factors, including age, sex, marital status, and race; general factors, listing items of general interest to various key staff members; economic factors, including financial independence, difficulties, and related information; educational factors, covering student goals and curriculum; and service and facilities factors, including items pertaining to cafeteria, library, testing, job placement, etc. Particular items for each major category were chosen from an "item pool" derived from several types of student questionnaires. The best methods for administering each questionnaire, task time-tables for each survey, coding and data processing, data analysis techniques, and various written report types are reviewed. Copies of each survey instrument are appended.
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PROCEDURES MANUAL FOR STUDENT SURVEYS

by

Thomas J. Boynton
Kalamazoo Valley Community College

November 1976

JC 780 266

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A MANUAL FOR CONDUCTING STUDENT SURVEYS

Introduction

Various staff at this college* indicated that they would like to see student surveys conducted on a regular basis. There was general agreement that new, returning, and former students should be asked questions regarding their educational experiences (or plans) at the college, their reactions to these, their economic condition, and their plan to use (or satisfaction with) the various services and facilities offered by the college. Attrition was also mentioned at several staff meetings.

Several surveys involving students have been conducted on campus. Any connection between these studies has been strictly coincidental however. Consequently, there has been expressed a need to coordinate such studies so that logical and technical flow exists between them. In this way the data from them would be more comparable and hopefully result in greater theoretical import.

Student survey questionnaires are presented together with the methods by which these instruments should be administered. Guidelines for the analysis of data and report writing are also outlined in this manual.

The Student Questionnaires

The major objective of the work behind this manual was to construct three student questionnaires:

1. New Student Questionnaire - for students who have never attended the college prior to being surveyed. Includes transfer students who are so identified.

2. Returning Student Questionnaire - for all other students enrolled at the college at the time surveyed.
3. Former Student Questionnaire - for all students enrolled in any one or any combination of the three of four semesters immediately prior to the crucial Fall semester in which they are not enrolled. For example, of the semesters listed below:

1. Fall 1975
2. Spring 1976
3. Summer 1976
4. Fall 1976

If a student is enrolled in #1, #2, or #3, or any combination of these, but not enrolled in number 4, he is regarded as a former student.

- a. A series of attrition items was attached to the Former Student Questionnaire to be filled out by former students who took courses at the college but did not receive any certificate or degree.

Blueprint

The first step in constructing the three questionnaires was to draw up a master blueprint for them.* Five major dimensions along which the items would fall were derived from discussions in staff meetings on campus. These five dimensions were:

1. Demographic - including age, sex, marital status, and race.
2. General - listing items of general interest to various key staff members at the college.
3. Economic - including economic independence, difficulties, and related items.
4. Educational - listing educational goals, curriculum, etc. of students.
5. Service & Facilities - including items pertaining to cafeteria, library, testing, job placement, etc.

There were several types of student questionnaires containing many items available to the author. These constituted what might be called an "item pool". After careful study of this item pool and discussions with staff on the priorities of the five areas, item allotments were made up for the manual and are shown in Figure I.

*The items pertaining to attrition were not included in the blueprint but were taken with slight modification, from: "A Manual for Conducting Student Attrition Studies in Institutions of Postsecondary Education", Technical Report 74, NCHEMS, March 1976.

Figure I

MASTER BLUEPRINT FOR THE THREE STUDENT QUESTIONNAIRES

1. New Student
2. Returning Student
3. Former Student

AREAS FOR QUESTIONS	ITEM ALLOTMENT
Demographic Factors	4
General Factors	2-5
Economic Factors	8-10
Educational Factors	9-15
Services and Facilities Factors	9-11

Once this had been accomplished, it was an easy task to draw up lists of items for the three student questionnaires. These items are presented for the New Student Questionnaire, Returning Student Questionnaire, and the Former Student Questionnaire in Tables 1, 2, and 3 respectively.

TABLE I **LIST OF ITEMS FOR NEW STUDENT QUESTIONNAIRE**

I. Demographic Factors

1. age
2. sex
3. marital status
4. race

II. General Factors

1. classification (i.e., number of credit hours completed anywhere)
2. full-time vs. part-time status
3. transferred from another institution?
4. will take mostly evening classes?
5. miles home is from this college
6. college advertisement item

III. Economic Factors

1. financially independent?
2. amount of personal (independent) income?
3. number of persons dependent upon you?
4. source of educational support?
5. will you be employed while at this college?
6. concerned with financing college?
7. will need financial assistance?
8. financial reason for choosing this college?
9. could not get a job reason for choosing this college?
10. will get a better job reason for choosing this college?

IV. Educational Factors

1. educational goal at this college
2. planned curriculum
3. HS grades
4. last grade completed before this college
5. plan to take certification exam
6. plan to use counseling for program, courses, etc.?
7. plan to seek help (courses etc.) in choosing a career?
8. plan to use tutoring services - reading, writing, math?
9. good academic reputation reason for choosing this college
10. special educational program reason for choosing this college

V. Services and Facilities Factor

1. plan to use library
2. plan to use cafeteria
3. plan to use recreational/athletic facilities
4. plan to use foreign student services
5. plan to use dental hygiene services (teeth cleaning, etc.)
6. plan to use job placement services (part-time/full-time?)
7. plan to take in cultural events
8. plan to use testing services
9. plan to use personal counseling services

5

TABLE 2 LIST OF ITEMS FOR RETURNING STUDENT QUESTIONNAIRE

I. Demographic Factors

1. age
2. sex
3. marital status
4. race

II. General Factors

1. classification (i.e., total credits hours completed to date)
2. full-time vs. part-time
3. transferred from another institution?
4. taking mostly evening classes?
5. miles home is from this college

III. Economic Factors

1. financially independent?
2. amount of personal (independent) income?
3. number of persons dependent upon you?
4. source of educational support?
5. are you now employed while at this college? (hours)
6. spend for food per week?
7. spend for rent/house payments per month?
8. concerned about financing college?

IV. Educational Factors

1. educational goal at this college? (degree, self improvement, etc.)
2. curriculum at this college?
3. last time enrolled at this college
4. use/satisfaction with tutorial services
5. use/satisfaction with counseling/program planning services
6. satisfaction with courses and instruction at this college
7. use/satisfaction with career guidance program at this college
8. use/satisfaction with special education
9. plan to take or have taken certification exam?

V. Services and Facilities Factors

1. use/satisfaction with library
2. use/satisfaction with cafeteria
3. use/satisfaction with recreational/athletic facilities
4. use/satisfaction with foreign student services
5. use/satisfaction with dental hygiene services
6. use/satisfaction with job placement services - full/part-time
7. use/satisfaction with cultural events
8. use/satisfaction with financial services
9. use/satisfaction with testing services
10. use/satisfaction with personal counseling

I. Demographic Factors

1. age
2. sex
3. marital status
4. race

II. General Factors

1. full-time vs. part-time student at this college
2. took mostly evening classes?

III. Economic Factors

1. source of educational support for this college
2. employed while at this college? (hours)
3. had concern with financing college at this college?
4. got a job in area trained for by this college?
5. reason if employed outside of program area
6. how long did it take to get job?
7. current occupation?
8. how did you learn of this job?
9. specify name and address of employer
10. current personal income (gross)?

IV. Educational Factors

1. number of credits earned at this college, degree, non degree
(If student earned credits without getting a certificate or degree,
they are directed to fill out "attrition items" which are
attached to this list.)
2. since leaving this college entered another educational program?
3. if so, specify institution
4. current educational goal (at institution other than this college)?
5. experience difficulty transferring credits to this school?
6. what is your current curriculum at new school?
7. what was curriculum at this college
8. well prepared by this college for current college program?
9. well prepared by this college for current job?
10. did you pass certification exam while at this college?
11. goal realization at this college?
12. satisfaction with courses and instruction at this college?
13. use/satisfaction with tutoring at this college?
14. use/satisfaction with program planning?
15. use/satisfaction with learning lab-reading, writing, math?

V. Services and Facilities Factor

1. use/satisfaction with career/vocational counseling
2. use/satisfaction with personal counseling
3. use/satisfaction with cafeteria
4. use/satisfaction with job placement - part-time and full-time
5. use/satisfaction with financial aid
6. use/satisfaction with learning resources center
7. use/satisfaction of cultural events
8. use/satisfaction with recreational/athletic facilities
9. use/satisfaction with foreign student services
10. use/satisfaction with testing services
11. use/satisfaction with dental hygiene services

These lists of items for the questionnaires were constructed in accordance with the blueprint and in a manner such as to create the maximum degree of consistency in content between the three instruments. In this way, a logical and technical flow was established between the three questionnaires. The actual questionnaires can be examined by turning to Appendix A of this manual.

Administering the Questionnaires

The methods for administering the questionnaires differ slightly. Both the New Student and Returning Student questionnaires can easily be administered in the registration line at the college during the Fall registration each year. It is recommended that every Nth student coming through the line receive either the New Student or Returning Student Questionnaire to be filled out at a table immediately after the ID validation desk. Past experience has indicated that this method is the best for obtaining data from these two groups. For example, with an estimated enrollment of about 6,000 at this college, every 10th student coming through the line is given a questionnaire resulting in 600 completed questionnaires for New and Returning Students combined. Inasmuch as approximately 2,000 students out of the 6,000 are new, this should result in an N of about 200 for new students and an N of about 400 for Returning students.

The method for administering the Former Student Questionnaire differs considerably from the foregoing due to the location of the target population. Samples of new and returning students can be easily drawn from the registration line at the college. The former students must be contacted at their residences. The most efficient way to do this is by using the mailed questionnaire technique. A systematic random sample from the list printed out by a computer at the college can be easily drawn.

In the mailed questionnaire procedure, it is recommended that a three-stage plan be used in which a copy of the instrument goes out with an initial cover letter, followed about a week later by a "tickler card" reminding the student to return the questionnaire, if he/she has not already done so. About one week after this tickler card, a second questionnaire together with a second cover letter is mailed to all students who have not yet returned a questionnaire. The identity of the student can be kept track of by assigning each return envelope a code number. Samples of cover letters, tickler card, mailing, and return envelopes can be seen in Appendix B.

The task time-tables for the three student surveys are presented below in order to clarify the procedures discussed above.

TASK TIME-TABLE FOR NEW STUDENT SURVEY

<u>Task</u>	<u>Target Date</u>
Final decision on sampling fraction to be used in selecting new students coming through registration line at the college	August 1st of each year
Final approval of instrument, all additions and/or deletions having been made for the year	August 10th of each year
Administering the instrument to systematic random sample of new students coming through the Fall registration line at the college. . . .	End of Fall registration usually by August 28th
Coding and editing of the data	Sept. 10th of each year
Computer analysis of the data	Sept. 15th of each year
Informal report of results	Oct. 1st of each year

TASK TIME-TABLE FOR RETURNING STUDENT SURVEY

<u>Task</u>	<u>Target Date</u>
Final decision of sampling fraction to be used in selecting current students coming through registration line at the college.	August 1st of each year
Final approval of instrument, all additions and/or deletions having been made for the year	August 10th of each year
Administering the instrument to systematic random sample of current students coming through the Fall registration line at the college	End of Fall registration usually by August 28th
Coding and editing of the data	Sept. 10th of each year
Computer analysis of the data	Sept. 15th of each year
Informal report of results	Oct. 1st of each year

TASK-TIME-TABLE FOR FORMER STUDENT SURVEY

<u>Task</u>	<u>Target Date</u>
Final compilation of former student list	Jan. 10th of each year
Final approval of instrument, all additions and/or deletions having been made for the year	Jan. 20th of each year
First mailing of instrument and first cover letter to former students on list	Jan. 25th of each year
Mailing of tickler card to former students reminding them to fill out instrument if they have not already done so	Feb. 1st of each year
Mailing of second instrument and second cover letter to former students who have not yet returned first instrument	Feb. 8th of each year
Coding and editing of data	Feb. 22nd of each year
Computer analysis of the data	Feb. 28th of each year
Informal report of results	Mar. 15th of each year

Coding and Data Processing

The student questionnaires have three types of response formats:

1. encircle the response number for most items
2. place an X in a response box for the grids
3. write the response on a line provided

The last type of response format, for the open-end questions, is the only one that does not have a code built into it. Although there are a few such items attached to the "other response" categories of fixed-response items, the key open-ended items refer to:

1. another educational institution
2. curriculum
3. current occupation
4. name & address of employer
5. type of certification exam
6. other services the student would like to see at the college

None of the above topics readily lends itself to pre-coding; they are coded once the data are back and can be examined. Code numbers should be written beside each item and column numbers assigned to them.

All of the other items in all of the questionnaires are pre-coded. Each item number may be viewed as indicating a column or item-space on the computer. Each response is either an actual number which can be directly punched onto cards or tape, or a position on a grid which can rapidly be translated into a number and then punched onto cards or tape. These types of formats are very easy for key-punchers to work with. It is recommended that the data from all three questionnaires be put on computer tape or cards for analysis.

DATA ANALYSIS

There are many computer programs available for data analysis purposes.

The "statistical packages" of programs offered by several computer companies can handle statistics ranging from simple percentages to analysis of variance and factor analysis. Large universities often have one or more such "stat-packs" available for use. Usually, percentage distributions on all items combined with a few selected cross-tabs provide sufficient descriptions of the findings, although statistical tests of significance might also be desired. Percentage distributions, cross-tabs, and significance tests can be done with a desk-top calculator, or even by hand, but if the number of cases is large, it is recommended that computer analysis be used.

Care should be taken to assess possible response bias by comparing the demographic data of the sampled students with that of non-sampled students at the college.

WRITTEN REPORT TO THE USERS

Reports can assume a variety of forms. The system presented below specifies five levels that reports from institutional research offices usually follow:

1. Memo Reports - containing results of small study.
2. Summary Reports - containing results and technical aspects of study.
3. Summary Executive Reports - containing results and minimizing technical aspects of the study while emphasizing recommendations.
4. Informal Report - briefly describing methods and techniques but emphasizing results of the job. Should have a table of contents and an abstract.
5. Formal Report - follows APA Manual format including cover abstract, table of contents, methods, findings, conclusions, and recommendations.

It is recommended that the Informal Report level be used to disseminate the results of the student surveys. It is further recommended that these reports be distributed to at least the following persons: The President, All Deans, Assistant Deans, All Admissions Counselors, All Program Counselors, and Department Heads.

APPENDIX A
STUDENT QUESTIONNAIRES

NEW STUDENT SURVEY

Dear Student:

The information on this form is being collected as a part of a continuing study of students at _____ College. By providing us with the requested information, you will make it possible for us to better serve you and others attending this college. Please be sure to answer all the items to the best of your ability.

Instructions: Please put a circle around the number to the left of the answer you choose for each question.

For example; if you like apples better than oranges, then you would encircle the number 1 next to that answer as shown below.

"Which do you like best, apples or oranges?"

- ①. apples
- 2. oranges
- 3. not sure

NOTE: If a written answer is requested, then just fill in the blank space provided.

1. What is your sex?

- 1. male
- 2. female

2. How old will you be on December 31st of this year?

- 1. under 18
- 2. 18-20 years
- 3. 21-24 years
- 4. 25-34 years
- 5. 35-44 years
- 6. 45-54 years
- 7. 55 years and over

3. Are you

- 1. married
- 2. not married

4. Are you (please encircle only one civil rights category)

- 1. White/Caucasian
- 2. Black/Negro/Afro-American
- 3. American Indian
- 4. Oriental
- 5. Mexican-American/Chicano
- 6. Puerto Rican-American
- 7. Other

5. Number of credit hours completed in any college
1. 0-5 credit hours
 2. 6-25 credit hours
 3. 26-61 credit hours
 4. 62 credit hours or more
6. Are you now enrolled at _____ College as a
1. full-time student (12 hours or more)
 2. part-time student (11 hours or less)
7. Have you transferred from another educational institution?
1. yes
 2. no
- If so, which institution? _____
(Written answer requested here)
8. Will you be attending evening classes only? (Classes that start after 5:00 p.m.)
1. yes
 2. no
9. How many miles is _____ College from your home?
- | | |
|--------------------|-----------------------|
| 1. 5 miles or less | 4. 26 to 35 miles |
| 2. 6 to 10 miles | 5. 36 to 50 miles |
| 3. 11 to 25 miles | 6. more than 50 miles |
10. Are you financially independent from your parents?
1. yes
 2. no
11. What was your total income last year independent of your parents?
- | | |
|-----------------------|------------------------|
| 1. less than \$2,999 | 4. \$7,500 to \$8,999 |
| 2. \$3,000 to \$5,999 | 5. \$9,000 to \$11,999 |
| 3. \$6,000 to \$7,499 | 6. over \$12,000 |
12. How many persons in your home are dependent upon you for board, room, income, etc.?
- | | |
|----------------|-------------------------|
| 1. only myself | 4. three persons |
| 2. one person | 5. four persons |
| 3. two persons | 6. five or more persons |

13. From which of the following will most of your first year's educational expenses come? (Encircle only one)

1. myself
2. parents or family
3. my spouse
4. College Financial Aid
5. GI Benefits
6. Social Security Benefits
7. Other

(Please specify) _____

(Written answer requested here)

14. Will you be employed while attending _____ College?

1. yes - 40 hours per week or more
2. yes - less than 40 hours per week
3. no - will not be employed at all

15. Do you have any concern about your ability to finance your college education at _____ College?

1. no concern
2. some concern
3. much concern

16. Will you need financial assistance while attending _____ College?

1. no
2. yes

17. What first called your attention to _____ College?
(Encircle only one please)

1. Newspaper advertisement
2. radio advertisement
3. high school visit by college representative
4. College "open house-campus tour"
5. College "outreach" program at shopping malls, community centers, etc.
6. Other _____

(Written answer requested here)

Below are some reasons which might have influenced your decision to attend College. Please indicate how important each reason was in your decision to come here by making a circle around the appropriate response.

18. I was offered financial assistance.

1. very important
2. somewhat important
3. not important

19. College has a good academic reputation.
1. very important
 2. somewhat important
 3. not important
20. College has low tuition.
1. very important
 2. somewhat important
 3. not important
21. College offers special programs.
1. very important
 2. somewhat important
 3. not important
22. It will help me get a better job.
1. very important
 2. somewhat important
 3. not important
23. Other reason (please specify here) _____
1. very important
 2. somewhat important
 3. not important
24. What year did you graduate from high school?
1. never completed high school
 2. did not graduate but passed GED test
 3. 1973 or earlier
 4. 1974
 5. 1975
 6. 1976
25. What was your average grade while in high school?
1. A
 2. B
 3. C
 4. D or lower
26. What is your educational goal at _____ College? (encircle only one)
1. take a few courses for self-improvement
 2. take a few courses to improve performance on the job
 3. take a few courses to improve social contacts and skills
 4. take courses in order to transfer to a four-year college or university
 5. one-year certificate
 6. two-year vocational degree (associate degree)
 7. other?

(Written answer requested here)

27. What curriculum, if any, do you plan to pursue at College?

(Written answer requested here)

28. Do you plan to take a certification exam while at College?

1. yes
2. no
3. not sure

Below are listed several support services and facilities offered by _____ College.
Please indicate whether or not you plan to use each of these by placing an X in the
appropriate box to the right.

PUT AN X IN THE APPROPRIATE BOX

	Plan to use	Do not plan to use	Do not know
29. tutoring services			
30. learning resources center (library)			
31. cafeteria			
32. recreational/athletic facilities			
33. foreign student services			
34. dental hygiene services (teeth cleaning, etc.)			
35. part-time job placement services			
36. full-time job placement services			
37. cultural events (plays, music, etc.)			
38. testing services			
39. counseling services for courses, etc.			
40. courses for choosing a career (career decision making)			
41. personal counseling services			

42. Are there any other services not listed above that you would like to have?

(Written answer requested here)

THANK YOU!

RETURNING STUDENT SURVEY

Dear Student:

The information on this form is being collected as a part of a continuing study of students at _____ College. By providing us with the requested information, you will make it possible for us to better serve you and others attending this college. Please be sure to answer all the items to the best of your ability.

Instructions: Please put a circle around the number to the left of the answer you choose for each question.

For example, if you like apples better than oranges, then you would encircle the number 1 next to that answer as shown below.

"Which do you like best, apples or oranges?"

- ①. apples
- 2. oranges
- 3. not sure

NOTE: If a written answer is requested, then just fill in the blank space provided.

1. What is your sex?

- 1. male
- 2. female

2. How old will you be on December 31st of this year?

- | | |
|----------------|----------------------|
| 1. under 18 | 5. 35-44 years |
| 2. 18-20 years | 6. 45-54 years |
| 3. 21-24 years | 7. 55 years and over |
| 4. 25-34 years | |

3. Are you

- 1. married
- 2. not married

4. Are you: (Please encircle only one civil rights category.)

- 1. White/Caucasian
- 2. Black/Negro/Afro-American
- 3. American Indian
- 4. Oriental
- 5. Mexican-American/Chicano
- 6. Puerto Rican-American
- 7. Other

5. Number of credit hours completed in college?

1. 0-5 credit hours
2. 6-25 credit hours
3. 26-61 credit hours
4. 62 credit hours or more

6. Are you now enrolled at _____ College as a

1. full-time student (12 hours or more)
2. part-time student (11 hours or less)

7. Have you transferred from another educational institution?

1. yes
2. no

If so, which institution? _____

(Written answer requested here)

8. Will you be attending evening classes only? (Classes that start after 5:00p

1. yes
2. no

9. How many miles is _____ College from your home?

- | | |
|--------------------|-----------------------|
| 1. 5 miles or less | 4. 26 to 35 miles |
| 2. 6 to 10 miles | 5. 36 to 50 miles |
| 3. 11 to 25 miles | 6. more than 50 miles |

10. Are you financially independent from your parents?

1. yes
2. no

11. What was your total income last year independent of your parents?

- | | |
|-----------------------|------------------------|
| 1. less than \$2,999 | 4. \$7,500 to \$8,999 |
| 2. \$3,000 to \$5,999 | 5. \$9,000 to \$11,999 |
| 3. \$6,000 to \$7,499 | 6. over \$12,000 |

12. How many persons in your home are dependent upon you for board, room, income, etc.?

- | | |
|----------------|-------------------------|
| 1. only myself | 4. three persons |
| 2. one person | 5. four persons |
| 3. two persons | 6. five or more persons |

13. From which of the following will most of your educational expenses come this year? (Circle one)

1. myself
2. parents or family
3. my spouse
4. College Financial Aid
5. GI Benefits
6. Social Security Benefits
7. Other

(Please Specify) _____

(Written answer requested here)

14. Are you employed while attending _____ College?

1. yes - 40 hours per week or more
2. yes - less than 40 hours per week
3. no - will not be employed at all

15. Do you have any concern about your ability to finance your college education at _____ College?

1. no concern
2. some concern
3. much concern

16. About how much a week do you spend for food?

- | | |
|-------------------|-------------------|
| 1. less than \$10 | 4. \$51 to \$70 |
| 2. \$11 to \$30 | 5. \$71 to \$90 |
| 3. \$31 to \$50 | 6. more than \$90 |

17. About how much do your house payments (or rent) cost you per month?

- | | |
|--------------------|--------------------|
| 1. less than \$100 | 4. \$201 to \$250 |
| 2. \$101 to \$150 | 5. \$251 to \$300 |
| 3. \$151 to \$200 | 6. more than \$300 |

18. What is your educational goal at _____ College. (encircle only one)

1. take a few courses for self-improvement
2. take a few courses to improve performance on the job
3. take a few courses to improve social contacts and skills
4. take courses in order to transfer to a four-year college or university
5. one-year certificate
6. two-year vocational degree (associate degree)
7. other?

(Written answer requested here)

19. What curriculum, if any, are you enrolled in at _____ College?

(Written answer requested here)

20. Do you plan to, or have you taken a certification exam while at _____ College?

1. yes (If yes, please specify which here) _____
2. no
3. not sure

21. When was the last time you enrolled at _____ College?

1. last semester
2. two semesters ago
3. more than one year ago

Please indicate your satisfaction with your educational experiences at _____ College by placing an X in the appropriate boxes to the right of each item.

	Completely Dissatisfied			Completely Satisfied	
	(1)	(2)	(3)	(4)	(5)
22. Your overall impression of general education courses					
23. Your overall impression of courses in your curriculum program					
24. The overall quality of instruction					
25. Availability of courses offered that were of interest to you.					
26. The accessibility of instructors.					
27. Helpfulness of instructors in assisting you with career plans					

PLEASE COMPLETE BACK PAGE

Below are listed several support services and facilities offered by College. Please indicate your degree of satisfaction with these by placing an X in the appropriate box to the right of each item.

NOTE: IF YOU HAVE NEVER USED THE SERVICE, PUT AN X IN THE DOES NOT APPLY BOX.

	DOES NOT APPLY	COMPLETELY DISSATISFIED (1)	(2)	(3)	COMPLETELY SATISFIED (4)	(5)
28. tutoring services						
29. Learning resources center (library)						
30. cafeteria						
31. recreational/athletic facilities						
32. foreign student services						
33. dental hygiene services (teeth cleaning, etc.)						
34. part-time job placement services						
35. full-time job placement services						
36. cultural events (plays, music, etc.)						
37. testing services						
38. counseling services for courses, etc.						
39. courses for choosing a career (career decision making)						
40. personal counseling services						

41. Are there any other services not listed above that you would like to have?

(Written answer requested here)

THANK YOU!

FORMER STUDENT SURVEY

Dear Student:

The information on this form is being collected as a part of a continuing study of students at _____ College. By providing us with the requested information, you will make it possible for us to better serve you and others attending this college. Please be sure to answer all the items to the best of your ability.

Instructions: Please put a circle around the number to the left of the answer you choose for each question.

For example, if you like apples better than oranges, then you would encircle the number next to that answer as shown below.

"Which do you like best, apples or oranges?"

- ① apples
- 2. oranges
- 3. not sure

NOTE: If a written answer is requested, then just fill in the blank space provided.

1. What is your sex?

- 1. male
- 2. female

2. How old will you be on December 31st of this year?

- | | |
|----------------|---------------------|
| 1. under 18 | 5. 35-44 years |
| 2. 18-20 years | 6. 45-54 years |
| 3. 21-24 years | 7. 55 years or over |
| 4. 25-34 years | |

3. Are you

- 1. married
- 2. not married

4. Are you (please encircle only one civil right category)

- 1. White/Caucasian
- 2. Black/Negro/Afro-American
- 3. American Indian
- 4. Oriental
- 5. Mexican-American/Chicano
- 6. Puerto Rican-American
- 7. Other

5. Were you enrolled at _____ College as a
1. full-time student (12 hours or more)
 2. part-time student (11 hours or less)
6. Did you take evening classes at _____ College only? (Classes that start after 5:00 pm)
1. yes
 2. no
7. From which of the following did most of your education expenses come while attending _____ College? (Encircle only one.)
1. myself
 2. parents or family
 3. my spouse
 4. College Financial Aid
 5. GI Benefits
 6. Social Security Benefits
 7. Other
- (Please specify) _____ (Written answer requested here)
8. Were you employed while attending _____ College?
1. yes - employed 40 hours per week or more
 2. yes - employed less than 40 hours per week
 3. no - was not employed at all
9. Did you have any concern about your ability to finance your college education at _____ College?
1. no concern
 2. some concern
 3. much concern
10. What is your current occupation? (If you are not employed, skip to item 18)
- _____ (Written answer requested here)
11. Please specify name and address of employer.
- _____

12. How well do you feel that your curriculum/program at _____ College prepared you for this job?
1. excellent preparation
 2. good preparation
 3. fair preparation
 4. poor preparation

13. How did you learn of this job? (Please encircle most important source)

1. cooperative education program at College
2. college placement office at College
3. public or private employment agency
4. newspaper advertisement
5. direct contact with employer
6. College faculty contact or referral
7. contact through friend or relative
8. other

(Please specify in writing here)

14. How long did it take you to find this job after you left College?

1. Was already employed there while enrolled at College
2. within one month
3. one month to three months
4. three months to six months
5. over six months

15. To what extent is this job related to the curriculum/program you studied at College?

1. not related
2. somewhat related
3. directly related

16. If you are employed outside your curriculum/program, indicate principle reason. (Please check one)

1. never planned to work in that field
2. could not find a job in that field
3. decided I did not like work in that field
4. developed a new career interest
5. too little opportunity for advancement
6. other (please specify)

17. What are your annual or hour job earnings before deductions? (Gross income)

1. less than \$3,000 per year (\$1.44 or less per hour)
2. \$3,000 - \$8,999 per year (\$1.44 - \$4.33 per hour)
3. \$9,000 - \$14,999 per year (\$4.33 - \$7.21 per hour)
4. \$15,000 - \$20,999 per year (\$7.22 - \$10.10 per hour)
5. \$21,000 - \$26,999 per year (\$10.11 - \$12.98 per hour)
6. \$27,000 and over per year (\$12.98 or more per hour)

18. How many credit hours did you complete in any college?

1. 0-5 credit hours
2. 6-25 credit hours
3. 26-61 credit hours
4. 62 credit hours or more

19. Did you obtain a certificate or degree?

1. yes
2. no

20. What was your curriculum or program at _____ College?

(Written answer requested here)

21. Did you pass a certification exam at _____ College?

1. yes (If so, please specify which here) _____
2. no

IF YOU ARE NOT ATTENDING COLLEGE, SKIP TO QUESTION 27

22. Since leaving _____ Collège have you entered another educational program?

1. yes (If so, specify institution here) _____
2. no (If no, skip to question 27)

23. Did you experience any difficulty in transferring credits to this other college?

1. yes
2. no

24. What is your curriculum at this other college?

(Written answer requested here)

25. How well do you feel that your curriculum/program at _____ College prepared you for your current college program?

1. excellent preparation
2. good preparation
3. fair preparation
4. poor preparation

26. What is your educational goal at this new college? (Encircle only one)

1. take a few courses for self-improvement
2. take a few courses to improve performance on job
3. take a few courses to improve social contacts and skills
4. take courses to transfer to another educational institution
5. one-year certificate
6. two-year vocational degree
7. BA or BS degree
8. MA, MS, or other advanced degree
9. other

(Written answer requested here)

Below are several goals of former students of _____ College. Please indicate how much you feel that your experiences at _____ College helped you to reach each of these goals by placing an X in the appropriate box to the right. Note: If any of these was not a goal for you, then simply put an X in the DOES NOT APPLY box.

	DOES NOT APPLY	COLLEGE DID NOT HELP ME AT ALL			COLLEGE HELPED ME MUCH	
		(1)	(2)	(3)	(4)	(5)
27. self-improvement						
28. improve performance on job						
29. improve social contacts & skills						
30. transfer to four year college						
31. one-year certificate						
32. two-year certificate (associate)						
33. Other:						

Please specify: _____

Please indicate your satisfaction with your educational experiences at _____ College by placing an X in the appropriate boxes to the right of each item.

	COMPLETELY DISSATISFIED			COMPLETELY SATISFIED	
	(1)	(2)	(3)	(4)	(5)
34. Your overall impression of general education courses.					
35. Your overall impression of courses in your curriculum program.					
36. The overall quality of instruction.					
37. Availability of courses offered that were of interest to you.					
38. The accessibility of instructors.					
39. Helpfulness of instructors in assisting you with career plans.					

Below are listed several support services and facilities offered by _____ College. Please indicate your degree of satisfaction with these by placing an X in the appropriate box to the right of each item.

NOTE: IF YOU HAVE NEVER USED THE SERVICE, PUT AN X IN THE DOES NOT APPLY BOX.

	DOES NOT APPLY	(1)	(2)	(3)	(4)	(5)
		COMPLETELY DISSATISFIED			COMPLETELY SATISFIED	
40. tutoring services						
41. learning resources center (library)						
42. cafeteria						
43. recreational/athletic facilities						
44. foreign student services						
45. dental hygiene services (teeth cleaning etc.)						
46. part-time job placement services						
47. full-time job placement services						
48. cultural events (plays, music, etc.)						
49. counseling services for courses etc.						
50. testing services						
51. courses for choosing a career (career decision making)						
52. personal counseling services						

53. Are there any other services not listed above that you would like to have?

(Written answer requested here)

T H A N K Y O U !

NOTE TO THE STUDENT: THIS IS A SPECIAL SECTION OF THE QUESTIONNAIRE TO BE FILLED OUT ONLY BY PERSONS WHO TOOK COURSES AT COLLEGE BUT OBTAINED NO CERTIFICATE OR DEGREE.

IF YOU OBTAINED A CERTIFICATE OR DEGREE, YOU MAY SKIP THIS SECTION ENTIRELY.

Listed below are several reasons why a student might leave school. To what extent are these your reasons for leaving College?

Please place an X in the appropriate box to the right of each item.

	A REASON FOR ME LEAVING COLLEGE	NOT A REASON FOR ME LEAVING COLLEGE
1. I had low grades.		
2. The courses were too difficult.		
3. My study habits were bad.		
4. I needed a temporary break from studies.		
5. Course work was not challenging.		
6. I had a conflict between job and studies.		
7. I got a job and did not need any more school.		
8. I went into military service.		
9. I ran out of money for school.		
10. I could not get financial aid.		
11. Financial aid was not enough.		
12. Child care was not available or too costly.		
13. I had a conflict between studies and home.		
14. Personal problems (illness, family, etc.)		

	A REASON FOR ME LEAVING	NOT A REASON FOR ME LEAVING
	COLLEGE	COLLEGE
15. Fulfilled my personal goals in schooling.		
16. Change in marital status modified goals.		
17. I moved out of the area.		
18. I was dissatisfied with rules and regulations at College		
19. College was too large for me.		
20. College was too small for me.		
21. Educational program was not relevant to my plans.		

OTHER REASON: PLEASE SPECIFY _____

APPENDIX B
COVER LETTERS AND TICKLER CARD
MAILING AND RETURN ENVELOPE SAMPLES

COLLEGE LETTERHEAD

Dear Former Student:

Because you have had first-hand experience with the programs and services offered by _____ College, we need your opinions about their effectiveness. The information you provide will help us to better serve our students and community. We have enclosed a questionnaire in an effort to obtain this needed information.

Please help us in this important survey by filling out the questionnaire as accurately as possible and returning it to us in the reply envelope which has been provided for your convenience. No postage is required.

Your reply to this questionnaire will be treated confidentially; in no way will your response be identified.

Thank you for your help and continuing interest in your community college.

Sincerely,

John Doe
President

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Dear Former Student:

We mailed the Former Student Questionnaire to former College students a short time ago. Your fellow students are responding in record numbers. In order to get the best possible results, however, we need your input! If you have not completed and mailed this survey, will you do it today?

Your opinions are needed!

Thanks again.

Sincerely,

John Doe
President

"Tickler Card"

College
999 X Street
Somewhere, LE 99009

COLLEGE LETTERHEAD

Dear Former Student:

Two weeks ago we mailed a questionnaire to you in an attempt to gain additional information about the effectiveness of instructional programs and student services. If for any reason you did not return yours, or perhaps misplaced it, we are enclosing another. Your input is important, and we do need your help.

Once again, thank you for your cooperation and participation in this project.

Sincerely,

John Doe
President

enclosure

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COLLEGE
999 X STREET
SOMEWHERE, LE 99099

Susan Duck
999 Podunk St.
Kalamazoo, MI 49001

UNIVERSITY OF CALIF.
LOS ANGELES

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JUNIOR COLLEGES

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John Doe, President
College
999 X Street
Somewhere, LE 99009

FIRST CLASS

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